

What is claimed is:

1. A ten pack carton blank for packaging ten packs in two rows with five packs in each row in side-to-side abutting relationship with one another, perforated score lines for separating an assembled ten pack carton into smaller multi-pack retail units, and each smaller multi-pack retail unit having at least one open end exposing the packs therein.
2. A ten pack carton blank as in claim 1 wherein the perforated score lines are arranged for separating an assembled ten pack carton into five, two pack retail units.
3. A ten pack carton blank as in claim 1 wherein the perforated score lines are arranged for separating an assembled ten pack carton into two, five pack retail units.
4. A ten pack carton blank as in claim 1 wherein the perforated score lines are arranged for separating an assembled ten pack carton into three, three pack retail units and one single pack.
5. A ten pack carton blank as in claim 1 wherein the perforated score lines are arranged for separating an assembled ten pack carton into two, four pack retail units and one, two pack retail unit.
6. A ten pack carton blank as in claim 1 wherein the perforated score lines are arranged for separating an assembled ten pack carton into two, three pack retail units and two, two pack retail units.